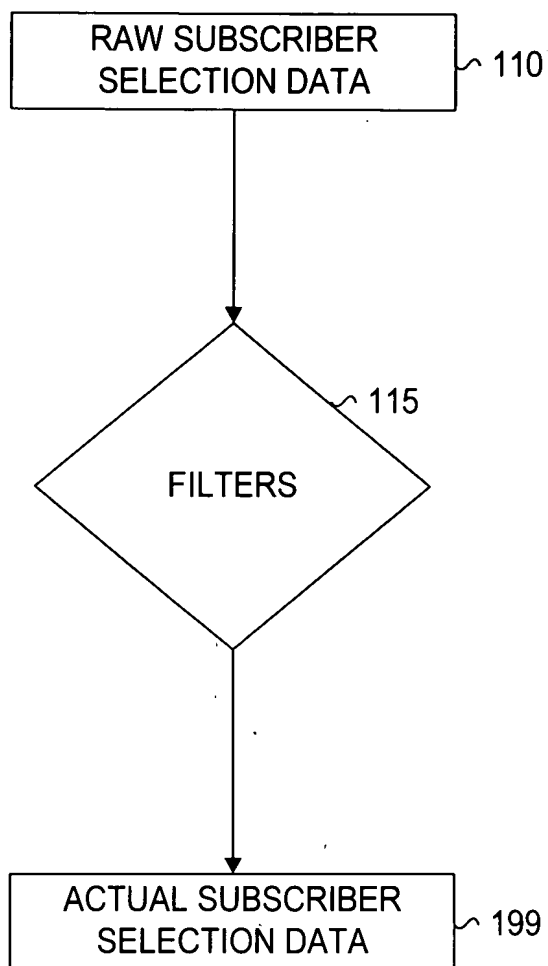


FIG. 1A



**FIG. 1B**



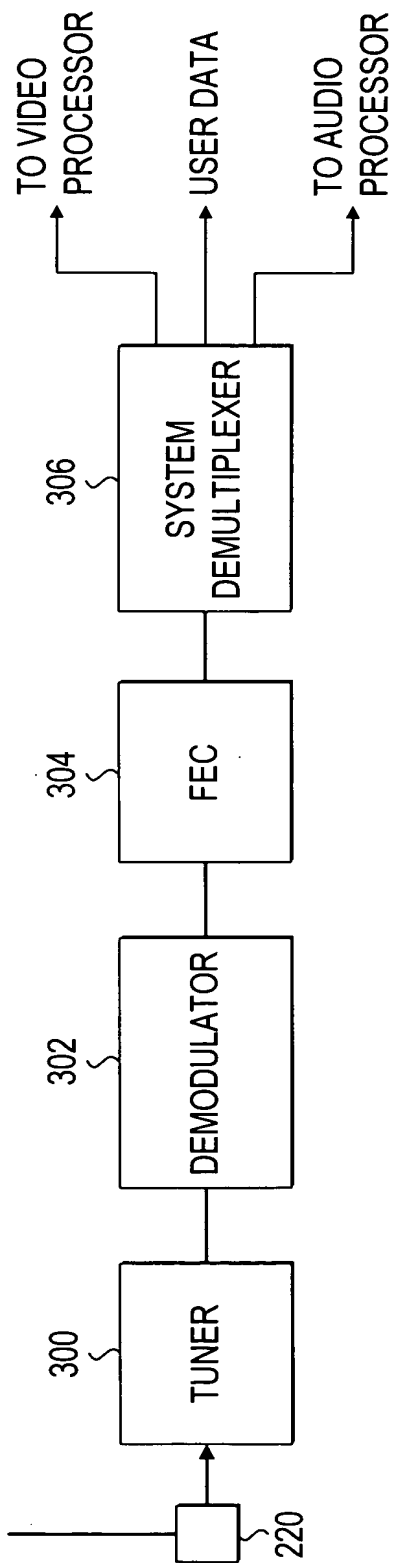


FIG. 3

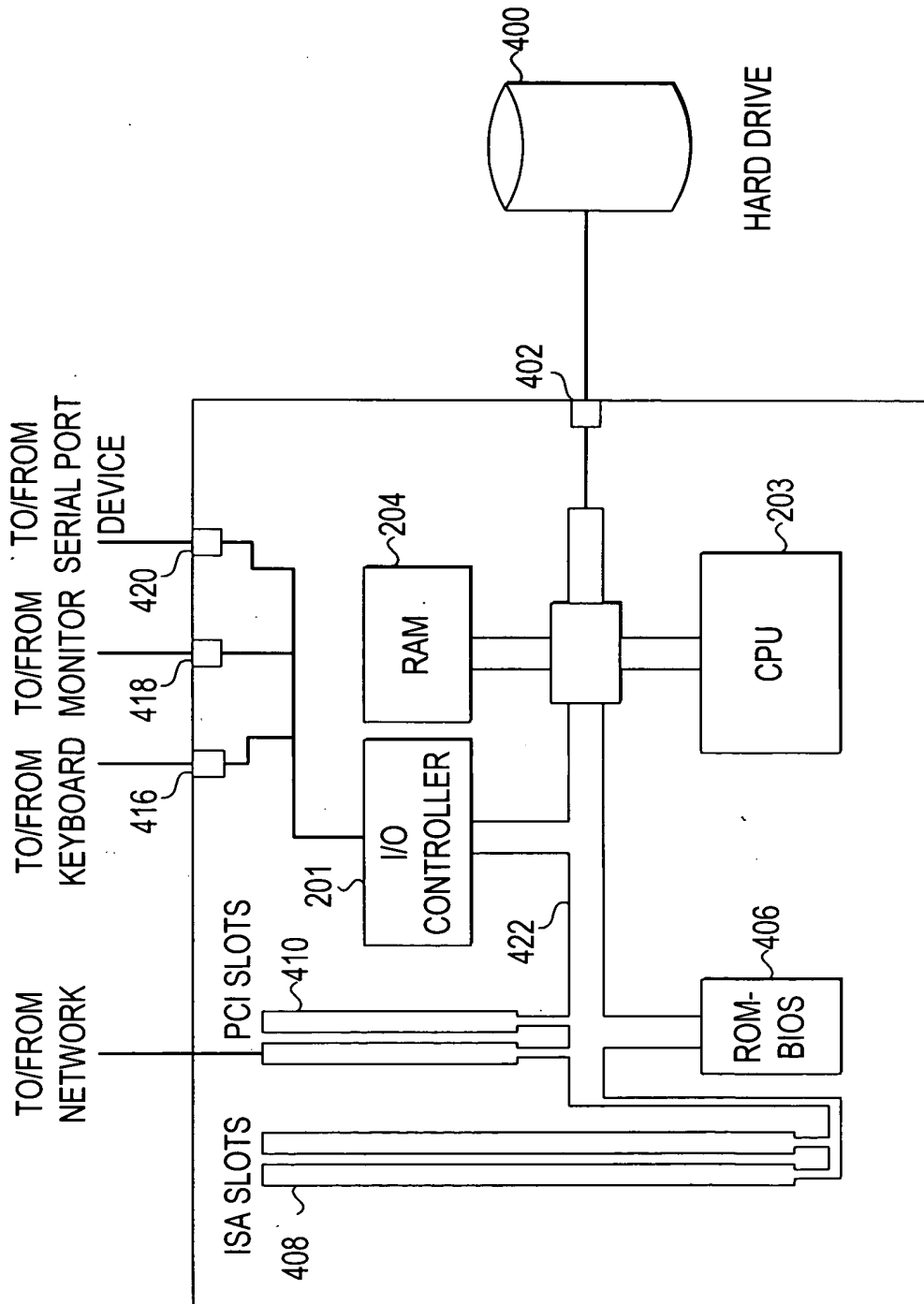


FIG. 4

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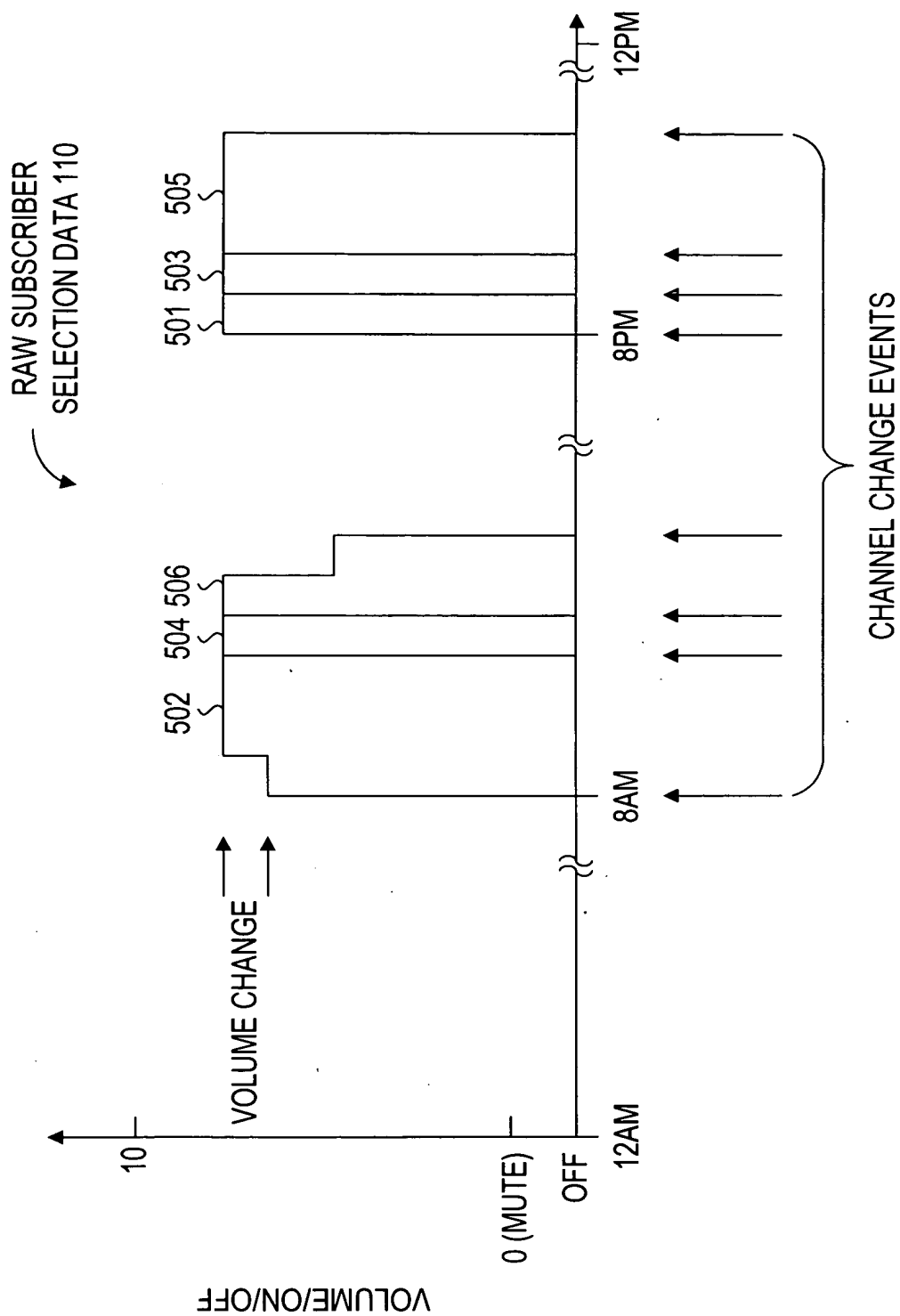


FIG. 5



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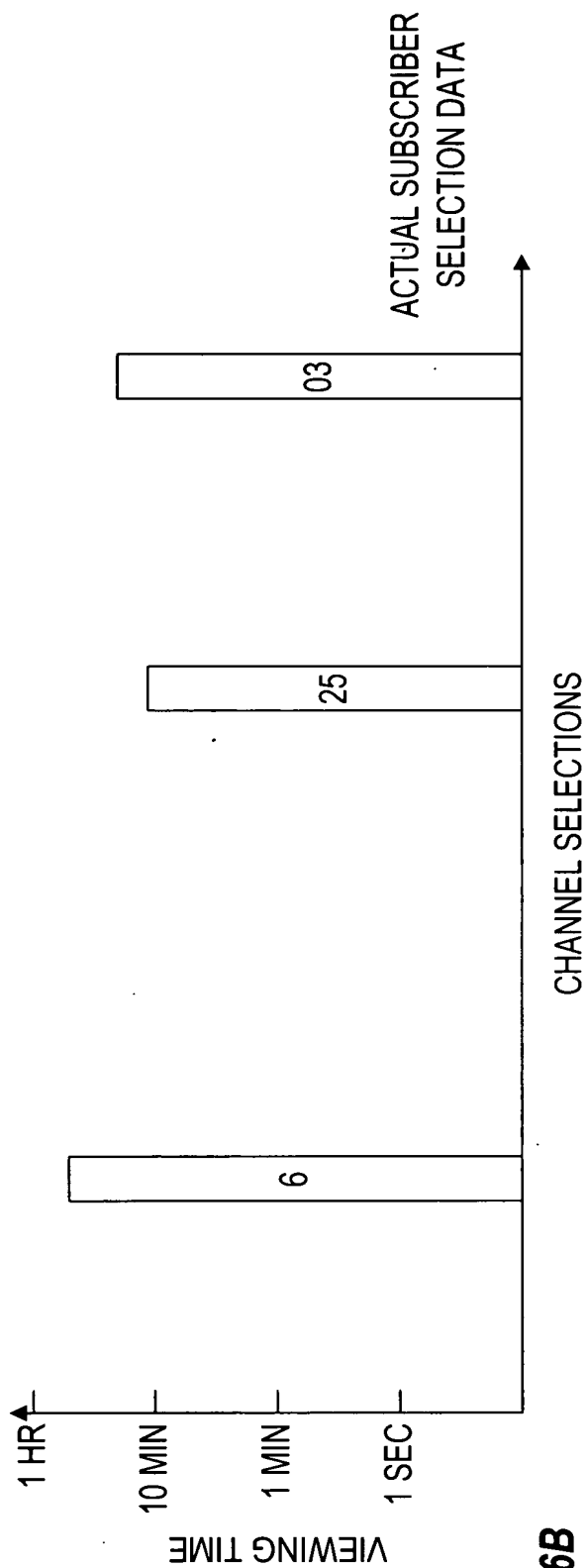
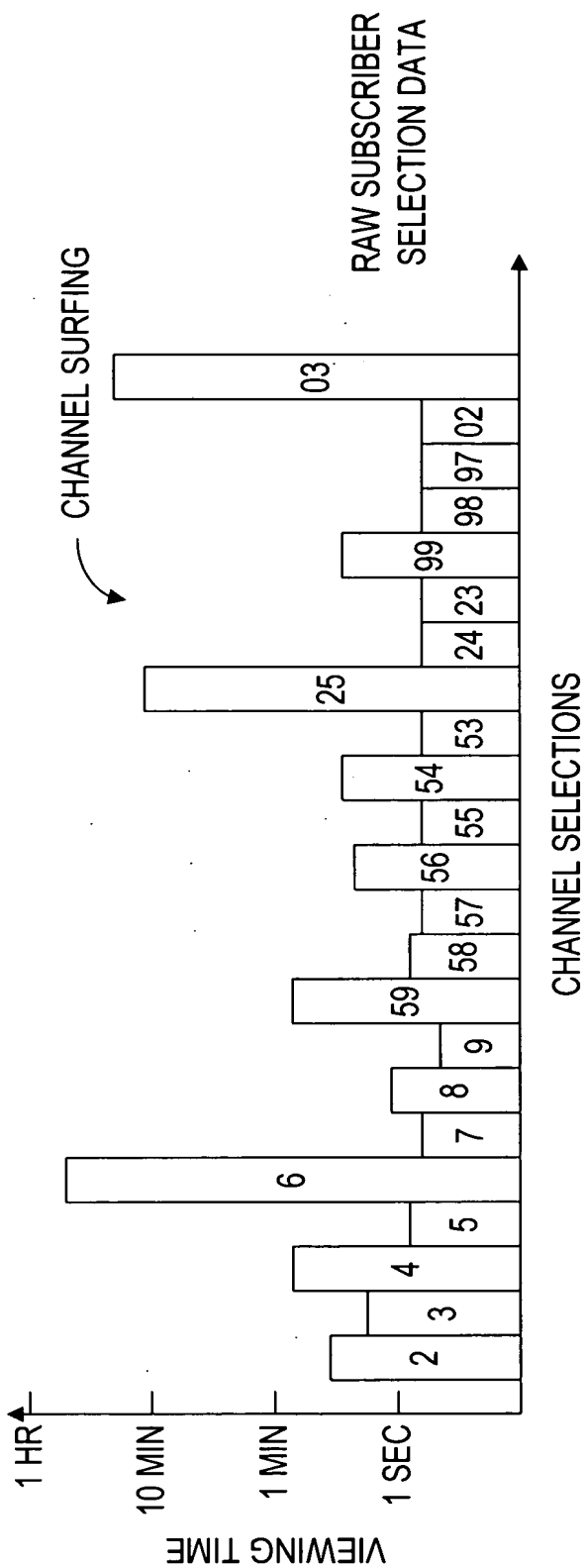
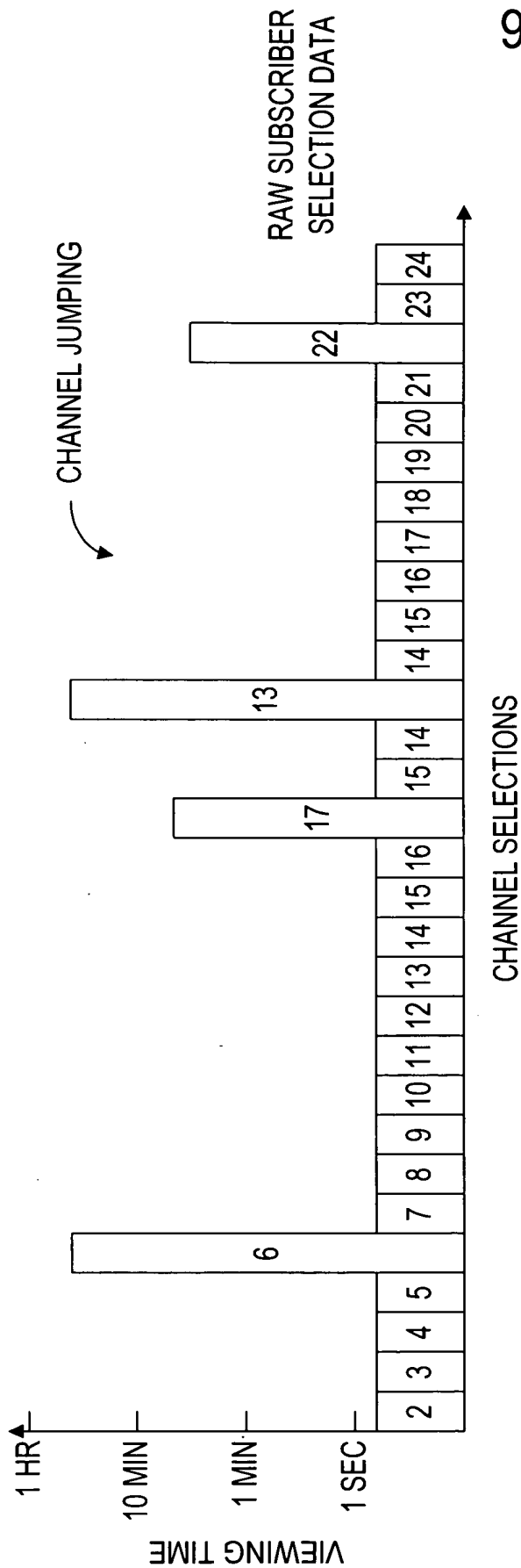


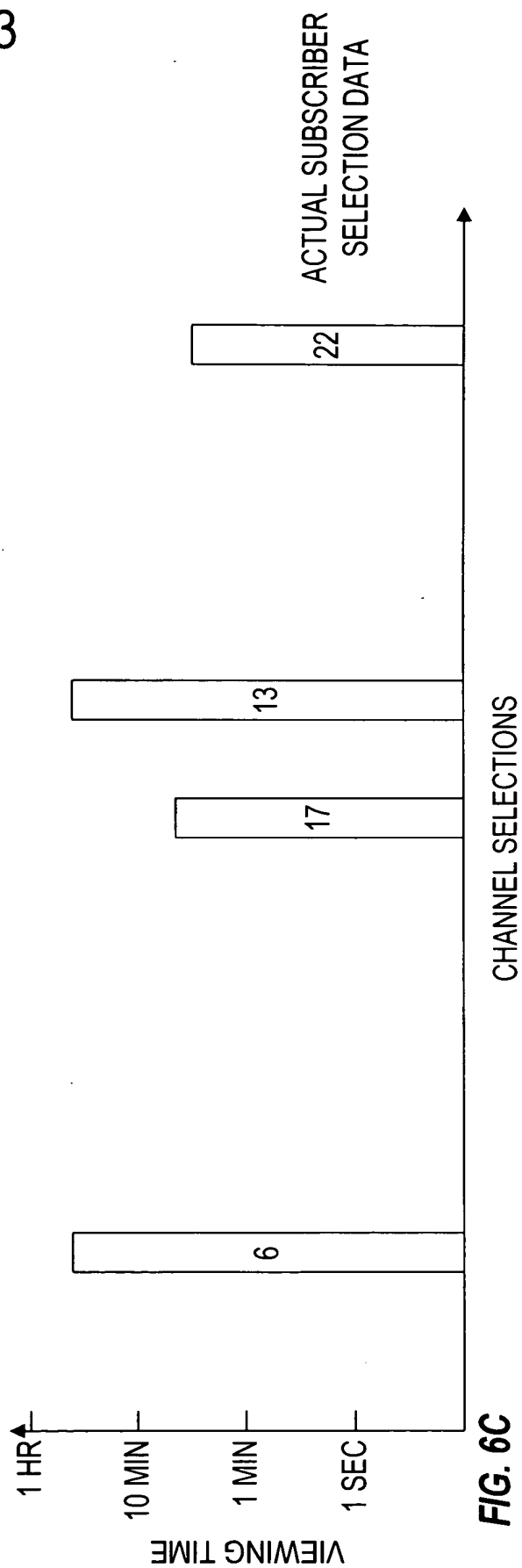
FIG. 6B



**SECRET**



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**FIG. 6C**

00T000" E005T500

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700 {		702 {	704 {	706 {
TIME OF DAY		MINUTES WATCHED	CHANNEL CHANGES	AVERAGE VOLUME
MORNING	(6AM-9AM)	61	2	5/10
MID-DAY	(9AM-3PM)	0	0	-
AFTERNOON	(3PM-6PM)	0	0	-
NIGHT	(6PM-10PM)	122	4	6/10
LATE NIGHT	(12AM-6AM)	0	0	-
TOTAL		183	6	5.7/10

FIG. 7

DOTED \* E369T560

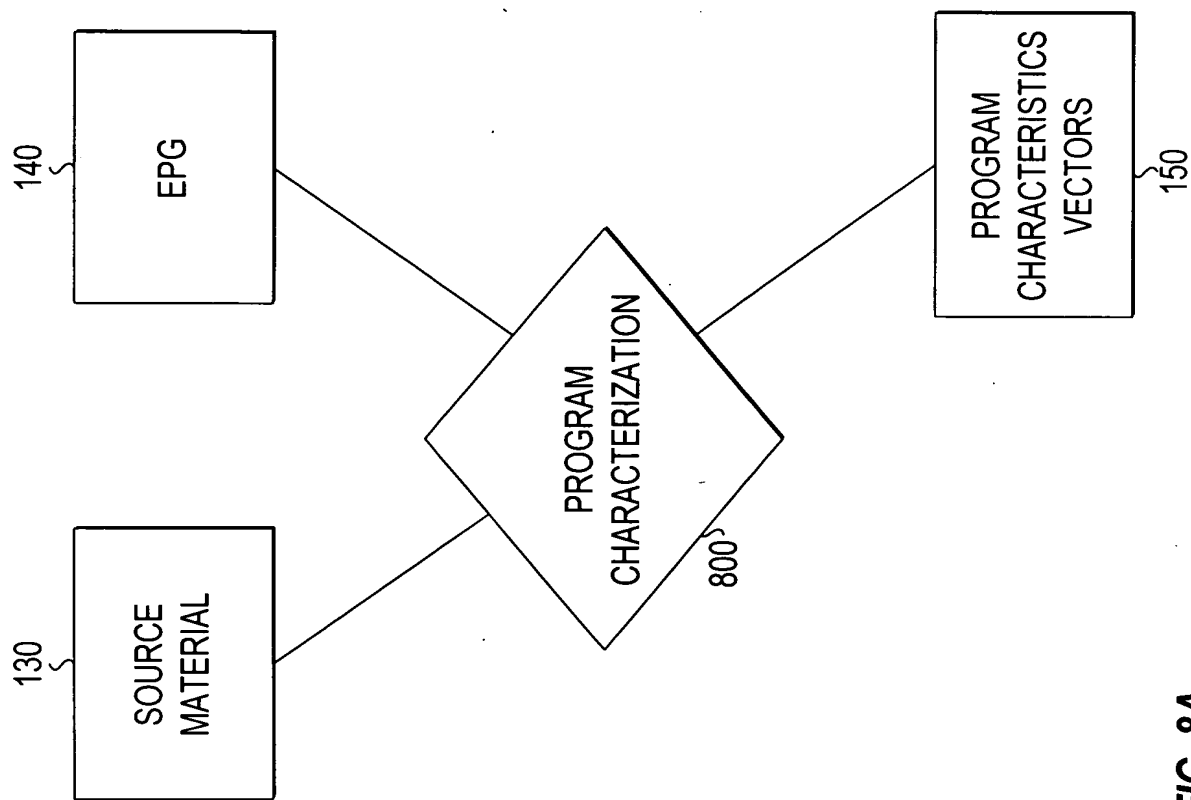


FIG. 8A

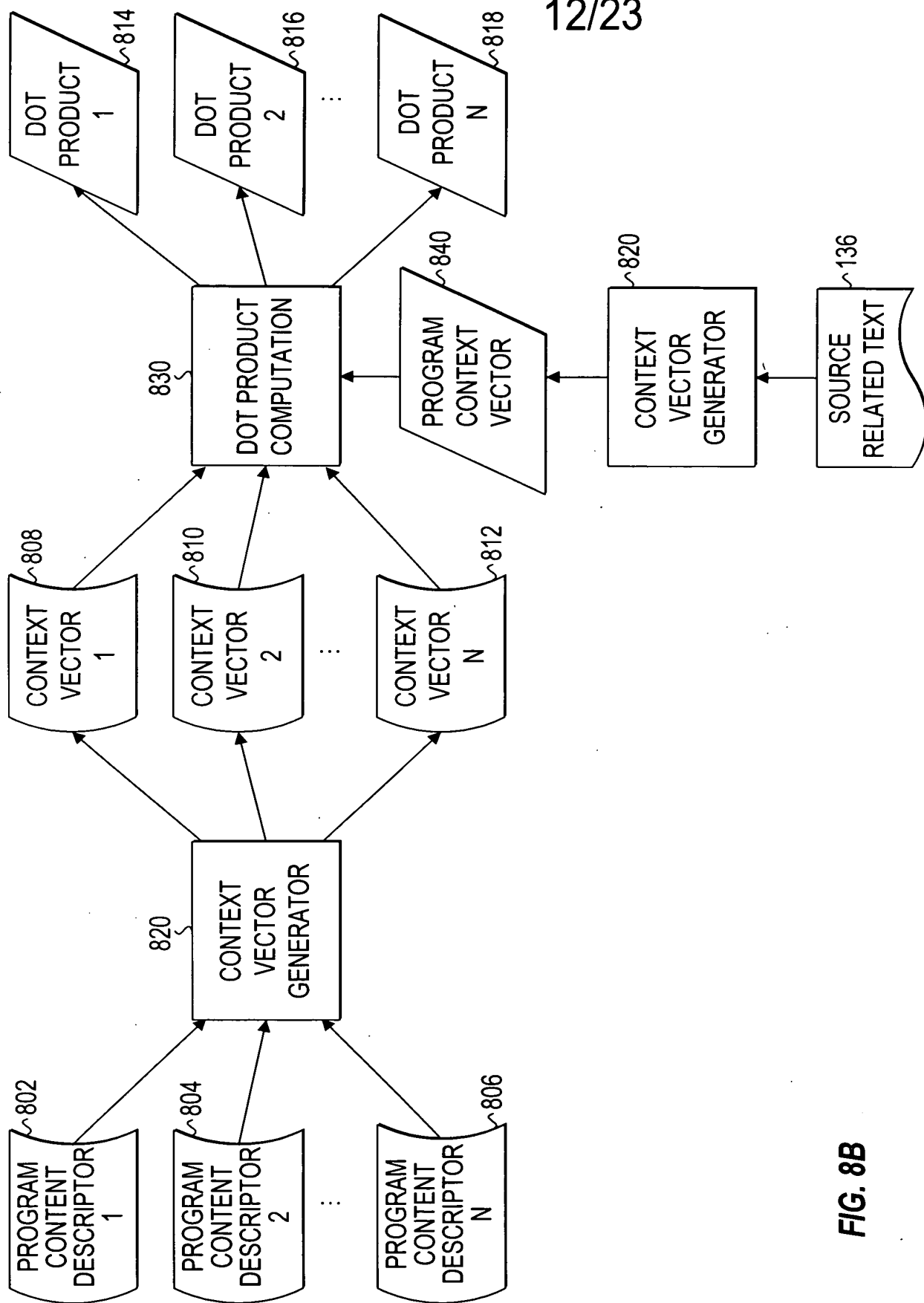
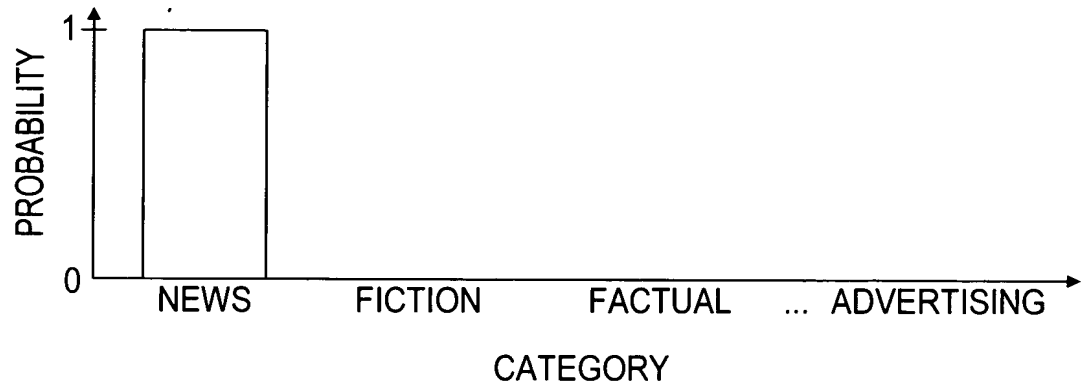
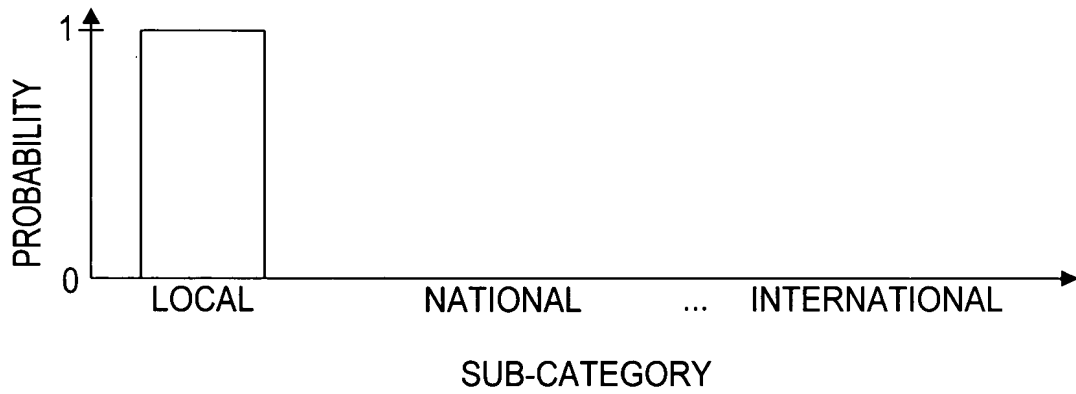


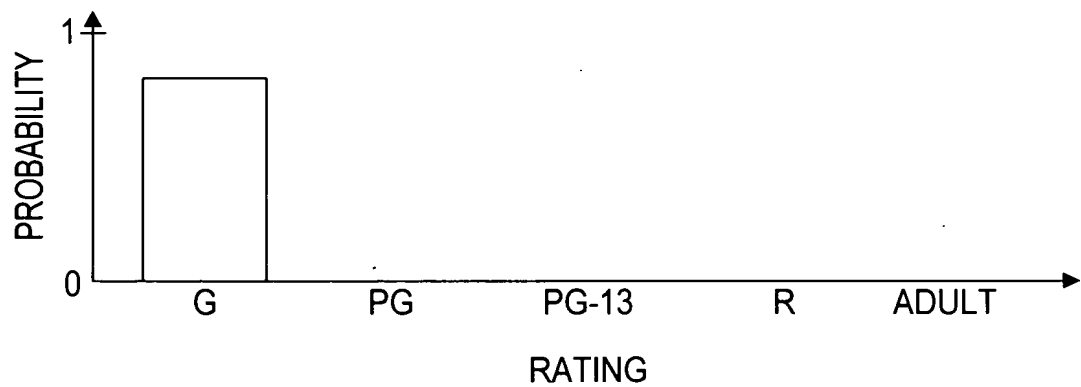
FIG. 8B



**FIG. 9A**



**FIG. 9B**



**FIG. 9C**

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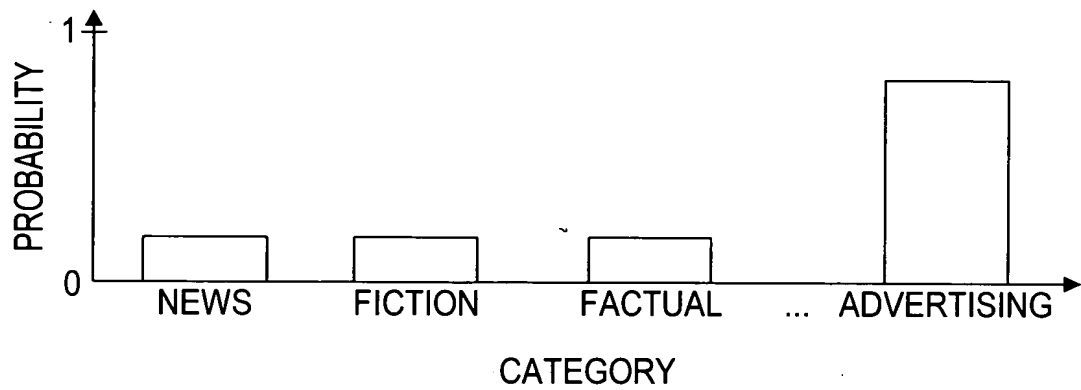


FIG. 9D

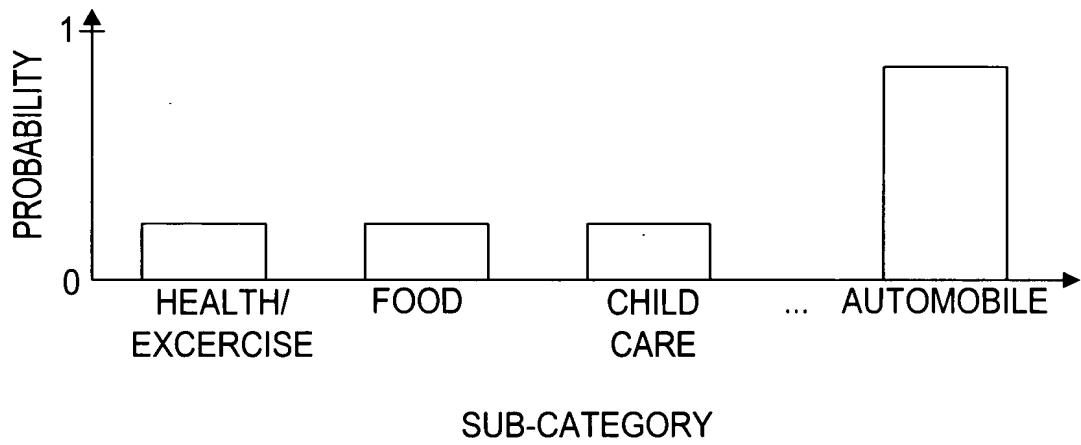


FIG. 9E

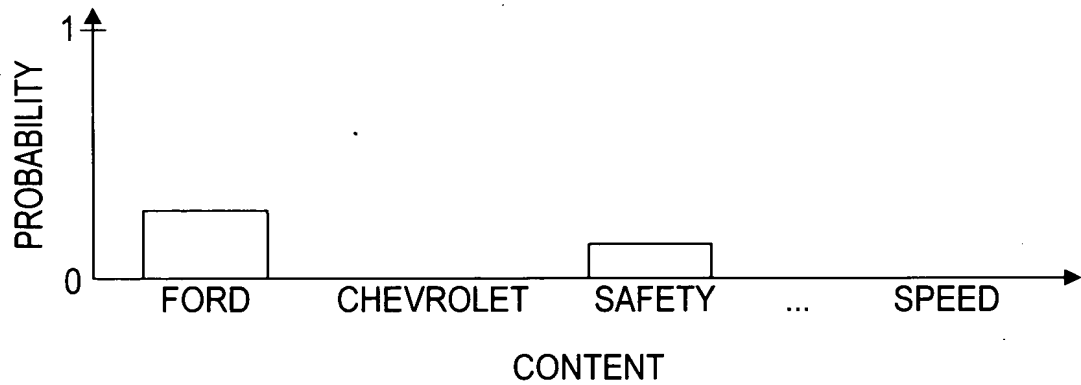


FIG. 9F

NOTED - EBS150

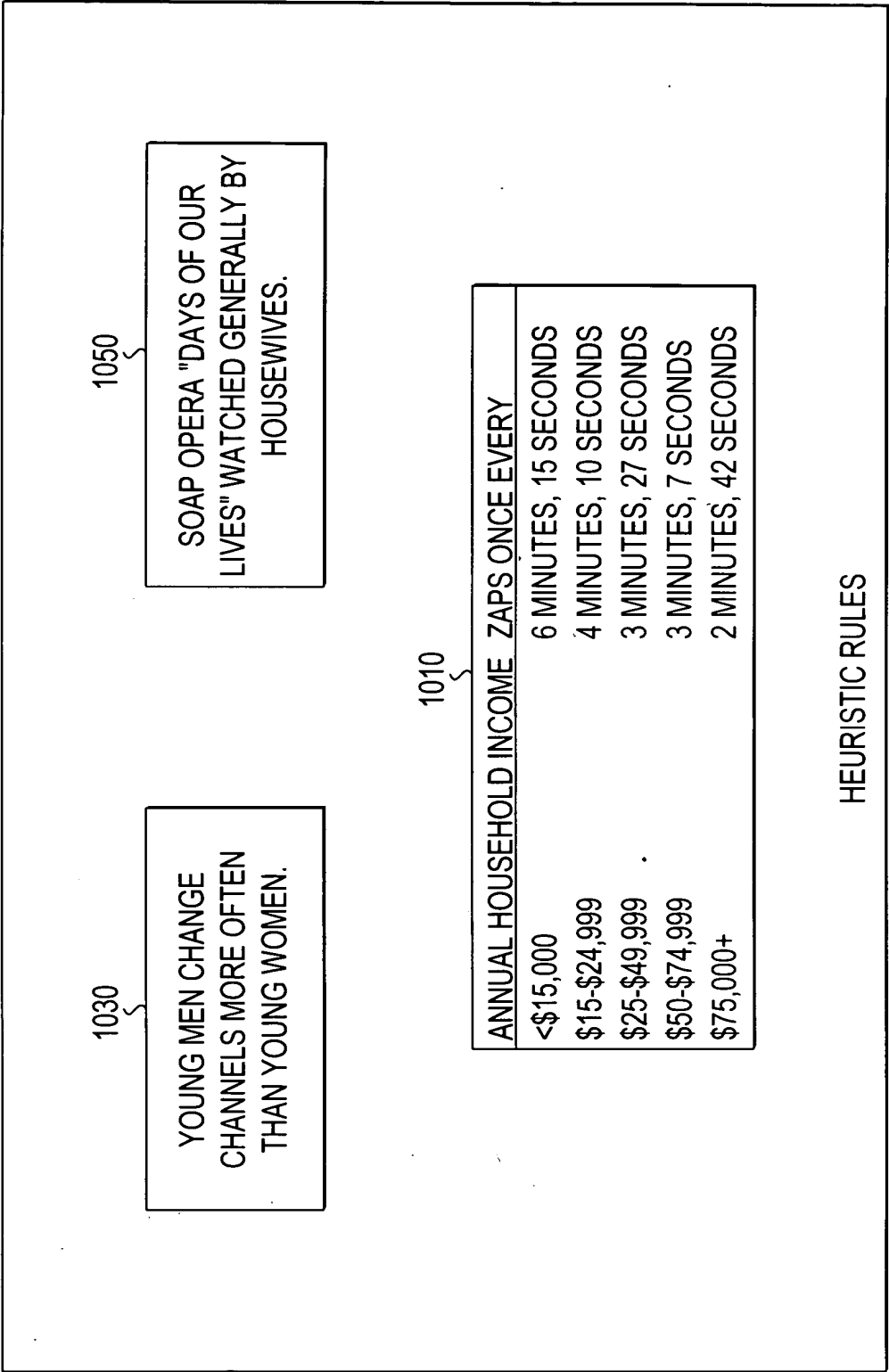


FIG. 10A

DEMOGRAPHIC GROUPS												
AGE			INCOME				SIZE			GENDER		
0-10	10-18	... >70	0-20K	20-50K	... 50-100K	1	2	...	>5	M	F	
CATEGORIES	NEWS	0.1	0.1	0.4	0.2	0.3	0.4	0.5	0.3	0.1	0.3	0.7
	FICTION	0.5	0.3	0.2	0.4	0.2	0.3	0.3	0.2	0.1	0.8	0.2
	FACTUAL	0.2	0.2	0.3	0.1	0.4	0.2	0.2	0.2	0.4	0.4	0.6
	:											
	ADVERTISING	0.1	0.3	0.5	0.3	0.2	0.1	0.2	0.1	0.3	0.5	0.5

FIG. 10B





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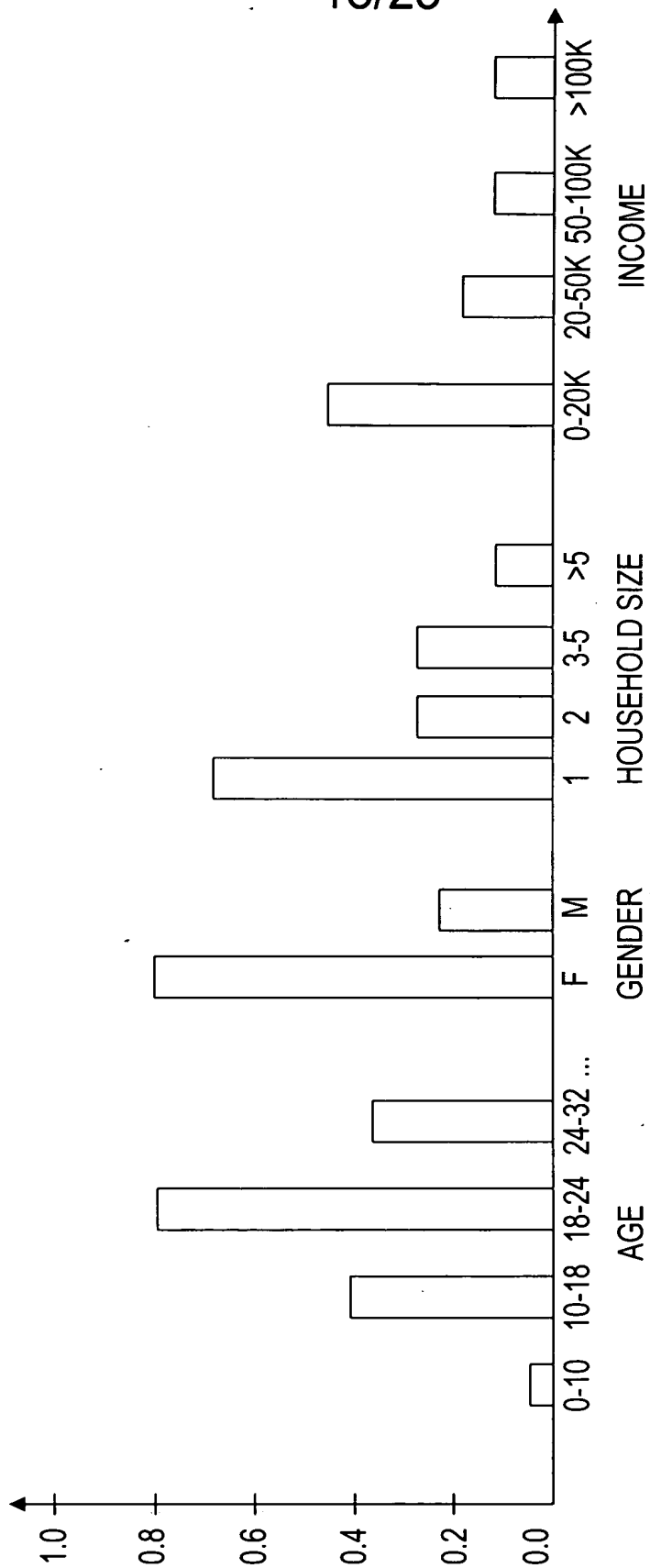
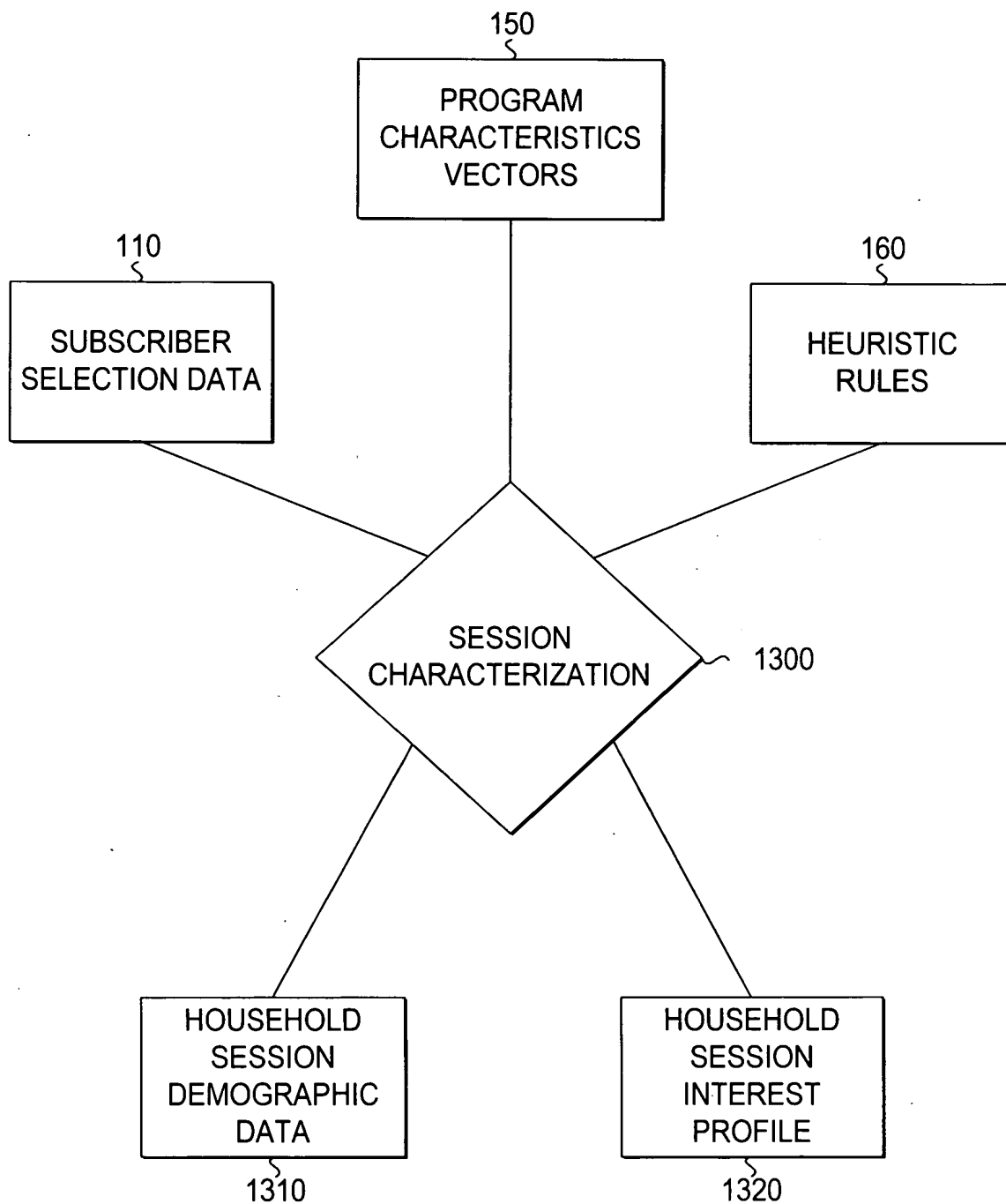
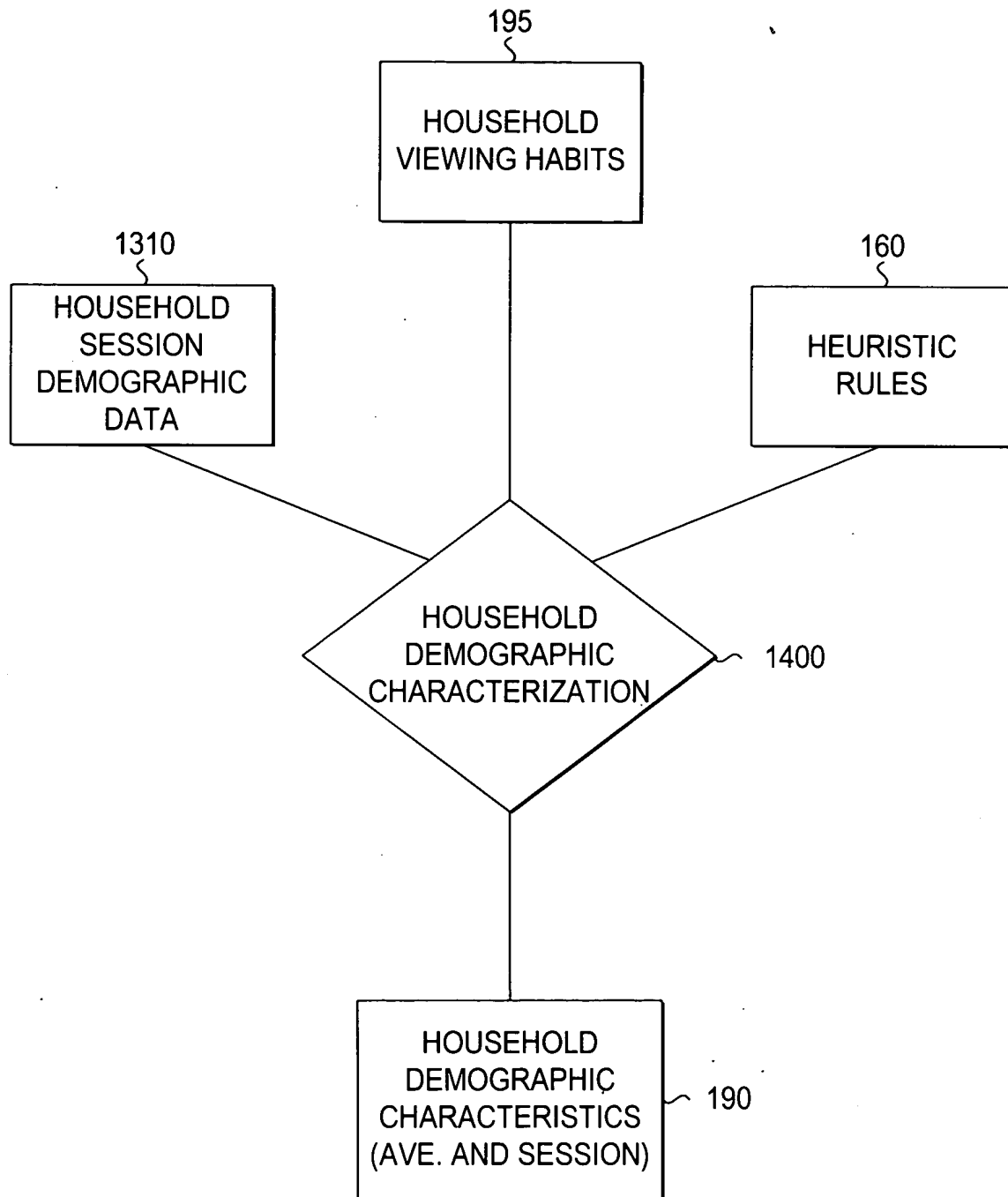


FIG. 12



**FIG. 13**



**FIG. 14**

**FIG. 15**

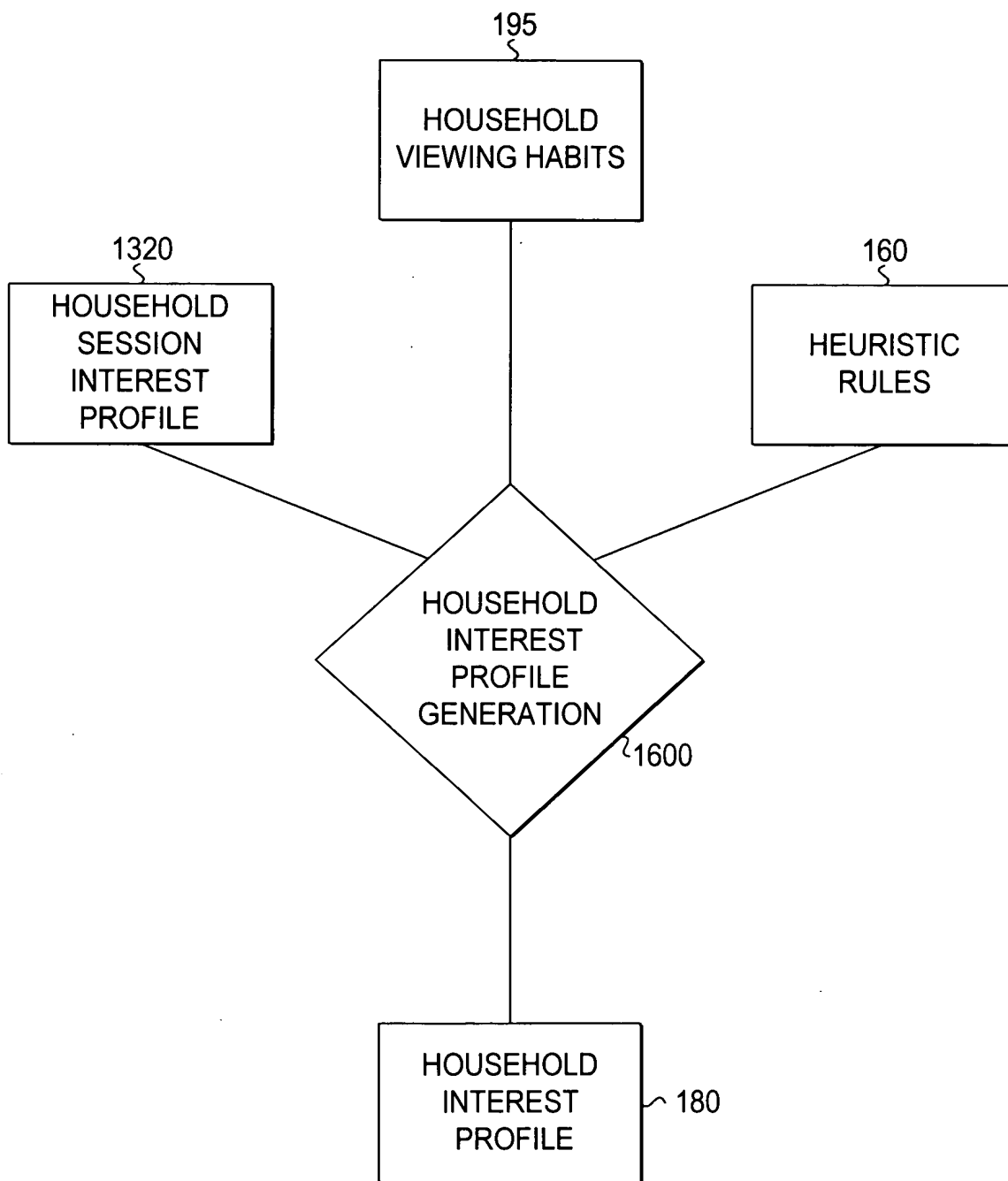


FIG. 16

		1701	1703	1705
		HOUSEHOLD INTEREST	AVERAGE VALUE	SESSION VALUE
1709	PROGRAMMING	DRAMA	0.1	0.20
		ROMANCE	0.1	0.20
		ACTION	0.6	0.25
		SITCOM	0.2	0.30
		⋮		
		SPORTS	0	0.05
1707	PRODUCTS	HEALTH/EXCERCISE	0.6	0.2
		FOOD	0.3	0.4
		CHILD RELATED	0.0	0.1
		TOYS	0.0	0.1
		⋮		
		AUTOMOBILE	0.1	0.2

FIG. 17